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WHY YOU SHOULD USE DRUMCLIFF PERENNIAL LAWN GRASS SEED

The difference between ANNUAL and PERENNIAL Seeds

MANY home-owners desiring a beautiful lawn do not realize that grasses, like many other plants, are of two types—PERENNIAL, sprouting year after year from the same roots; and ANNUAL (temporary), dying completely each year unless re-seeded. If an ANNUAL plant is permitted to blossom and mature it re-seeds the ground around it. But lawns are not permitted to mature and re-seed. We mow our lawns close to the ground; blossoming is never accomplished and, at the first touch of frost, the temporary grasses are dead.

The most important essential of good seed is, therefore, a mixture of carefully selected PERENNIAL varieties,—and that's what DRUMCLIFF seed is!

Timothy and other temporary grasses are used extensively for cheap lawn grass mixtures because they are relatively cheap and put forth a luxuriant and early growth, but such mixtures CANNOT be expected to produce a heavy, permanent turf.

Poor lawns die with the coming of Winter because the temporary grasses have completed their life cycle; the first freeze kills the roots. That does not happen when you plant DRUMCLIFF PERENNIAL Lawn Grass Seed, which grows grass that comes up fresh every Spring, green and heavy from deep, permanent roots.

As grass seed is harvested it contains a large proportion of chaff, trash and other worthless matter, as well as poorly developed seed of little or no germinating value. This worthless material can be and is cleaned out by those dealers who are earnestly endeavoring to supply the public with high-grade seed. The market, however, is flooded with low-grade packages marked "grass seed" which often contain as high as 50% of useless material that cannot possibly contribute a single blade of grass to any lawn!

DRUMCLIFF PERENNIAL Lawn Grass SEED is a mixture of carefully selected PERENNIAL grasses, with but a small portion of quick-growing varieties necessary to act as a "nurse-crop" to protect the slower growing, permanent PERENNIAL grass. Before mixing, all of our seed is carefully cleaned, sifted and tested for weight, quality and germination. Therefore, in DRUMCLIFF PERENNIAL Lawn Grass SEED you get only pure seed—clean, heavy and weed-free.

Avoid the trouble and expense of re-making your lawn every year . . .

IF you plant your lawn with cheap temporary grass seed, you're going to have an inferior lawn that needs re-seeding every year, for no amount of water or fertilizer can make two crops grow from one lot of seed of the annual varieties. The surest and least expensive way to have a beautiful lawn is to plant PERENNIAL grass seed. For a strong stand of grass, order your DRUMCLIFF grass seed right now and plant it at the first favorable opportunity.

If I knew how large your lawn is I would like to send you enough DRUMCLIFF PERENNIAL Seed to give you the finest, heaviest, greenest lawn you ever had. I want you to examine our seed carefully to see how clean and pure it is. **PLANT IT, AND SEE WHAT A FINE HEAVY TURF YOU GET.** Use it to make a new lawn or to re-seed and strengthen your present lawn. DRUMCLIFF PERENNIAL Lawn Grass Seed is economical; its purity and high germination give you a maximum of strong, vigorous plants from a minimum of seed. Look at the chart below to find out how much seed you need, then send us your order on 10 days' FREE examination. I know you will be rewarded with a thick carpet of green grass year after year.

D. E. Dugdale.
THE DRUMCLIFF COMPANY.

CHART For Estimating Your Grass Seed Needs

Quantity of Seeds	Makes New Lawn	Re-Seeds Old Lawn
5 Lbs.	1,250 Sq. Ft.	2,500 Sq. Ft.
10 Lbs.	2,500 Sq. Ft.	5,000 Sq. Ft.
15 Lbs.	3,750 Sq. Ft.	7,500 Sq. Ft.
20 Lbs.	5,000 Sq. Ft.	10,000 Sq. Ft.
25 Lbs.	6,250 Sq. Ft.	12,500 Sq. Ft.
50 Lbs.	12,500 Sq. Ft.	25,000 Sq. Ft.
100 Lbs.	25,000 Sq. Ft.	50,000 Sq. Ft.

Directions For Planting Sent With Each Order.

SEND ALL ORDERS TO

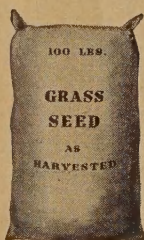
The Drumcliff Company - Towson, Maryland

Why DRUMCLIFF PERENNIAL Lawn Grass SEED is so much Better!

1. DRUMCLIFF Seed is a mixture of the finest seeds of PERENNIAL varieties carefully selected. Being perennial, they do not require re-seeding every year.
2. DRUMCLIFF Seed is painstakingly cleaned, then carefully tested for quality, purity and high germination.
3. DRUMCLIFF Seed makes deep, heavy roots and stays alive, growing a thick carpet of green grass year after year, making a lawn of which you will be proud.
4. DRUMCLIFF Seed weighs twice as heavy as many inferior lawn mixtures, because the light, useless trash and chaff that is in all seed when it is harvested have been carefully removed and discarded.
5. DRUMCLIFF Seed is economical because it is PURE. Each pound contains approximately half a million seeds of high germinating quality. Each pound is enough to make a thick, heavy lawn of 250 square feet, or to re-seed 500 square feet of established lawn.

SENT PREPAID ON 10 DAYS FREE EXAMINATION—SEE ORDER BLANK

**BETTER LAWNS from
CLEANER SEEDS!**



HERE is a graphic picture of what you save when you use DRUMCLIFF PERENNIAL Lawn Grass Seed—thoroughly cleaned. From each 100 pounds of commercial grass seed as harvested, 70 pounds of worthless inert matter is removed and discarded. Only 30 pounds meets the high standard set for DRUMCLIFF PERENNIAL Seed.



When you buy low grade grass seed mixtures containing worthless chaff, you pay for the useless material exactly the same price per pound that you pay for the small grass seed content. You can't grow a lawn from chaff, and planting it is a waste of time, labor and fertilizer. Order your DRUMCLIFF PERENNIAL Seed on 10 DAYS FREE EXAMINATION. Examine it before you pay a penny; convince yourself that this is the CLEANEST GRASS SEED YOU EVER USED.

1 QUALITY - 2 FORMULAS

- REGULAR Mixture, for Sunny spaces
- SHADY Mixture, for under trees, etc.

REGULAR Mixture
for Sunny Spaces

5 lbs. \$3.25
10 lbs. 6.40
15 lbs. 9.45
20 lbs. 12.40
25 lbs. 15.25
50 lbs. 28.75
100 lbs. 55.00

SHADY Mixture
for Under Trees

5 lbs. \$3.75
10 lbs. 7.40
15 lbs. 10.95
20 lbs. 14.40
25 lbs. 17.75
50 lbs. 33.75
100 lbs. 65.00

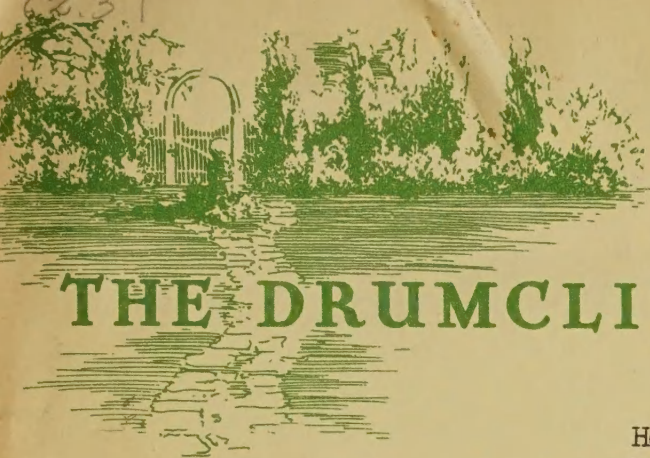
5 LB.
Grass Seed
combination

\$3.50
See
below

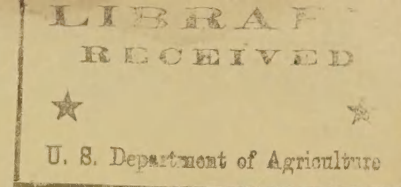
The same seed as listed opposite, but packed to give you both REGULAR and SHADY Mixtures, with a purchase totaling only 5 lbs. Each kind in a separate bag, plainly marked. Order not more than 4 lbs. of either kind and not less than 1 lb. of the other at the flat price of \$3.50 for the 5 lbs. See Order Blank.

Where Do You Live? See Next Page for Map Showing Where Drumcliff Seeds are Used





513432



GEORGE DUGDALE
D. E. DUGDALE

THE DRUMCLIFF COMPANY

TOWSON, MARYLAND

THE LIPPINCOTT BUILDING

TELEPHONE

TOWSON 605

Here is the way to have a
better lawn at lower cost!

Dear Friend:

Did your lawn, like thousands of others, suffer severely from the unusual weather conditions that prevailed last summer? Did crabgrass infest your lawn and mar its beauty; did brown patch and other fungus diseases make it spotty and unsightly; did the severe drought destroy your turf?

Right now is the time to plan for a more beautiful lawn this summer, but before you do so read, in the enclosed folder, about the important differences in annual and perennial lawn grasses.

If you have had the trouble and expense of re-making your lawn year after year, lay your disappointments largely to one thing - a seed mixture loaded with annual varieties. For some grasses are annuals and some are perennials. If you plant your lawn with the seed of a cheap annual grass you are sure to have a poor lawn the next year that needs re-seeding just as surely as a farmer's wheat field has to be sown every year. No amount of water and fertilizer will bring two crops of wheat from one lot of seed and exactly the same is true of annual grasses.

DRUMCLIFF Seed is what you need for real lawn-growing because it is a mixture of the finest seeds of PERENNIAL varieties carefully selected, especially cleaned, and tested for quality, purity and germination. It develops a deep, heavy root system that stays alive and sends up a thick carpet of green grass year after year.

The surest way to have a fine lawn at the lowest cost is to plant perennial grasses and avoid the expense of frequent or even yearly re-making of your lawn. For a strong stand of grass, order your seed right now and plant it at the first favorable opportunity.

Consult the chart at the bottom of the enclosed order blank to find out just what quantity of seed you need, then let us have your order promptly.

Send no money with your order unless you wish to. We will be glad to ship you the seed you require ON TEN DAY OPEN ACCOUNT with the understanding that you will remit promptly after the shipment reaches you and you have an opportunity to examine it. With the seed you will receive, FREE, a copy of our booklet "LAWN SUCCESS" containing valuable suggestions for building a new lawn or improving an old one.

Yours sincerely,

D. E. Dugdale

Thousands of Enthusiastic Users!

THE DRUMCLIFF COMPANY - TOWSON, MARYLAND DRUMCLIFF PERENNIAL Lawn Grass SEED

"This is the finest seed I ever saw. We planted a lot late last Fall. It came up quickly and a few cuttings. It stayed a beautiful green all winter, and we haven't noticed any weeds at all. I now ordered is for other small isolated

THE DRUMCLIFF COMPANY - TOWSON, MARYLAND

ORDER For Merchandise on 10 Days FREE EXAMINATION

Date

GENTLEMEN:

Please ship me, delivery charges fully PREPAID, the items indicated below and free copy of your booklet "Lawn Success." I agree to remit in full within 10 days, or return the merchandise to you promptly in good condition.

Ship to

Address

Town State

If You Wish To Send Cash With Your Order,

you may do so. Many of our customers find it more convenient to send remittance with the order. We will accept your personal check, bank draft or money order. If, for any reason, you are not entirely satisfied, your money will be promptly refunded.

Amount Enclosed, \$

Fredk. F. F., New York, N. Y.

"Planted last Fall is next thing to perfect."

Frank B. G., Plainfield, N. J.

"I am much pleased with your Shady Lawn grass seed. I am enclosing check for 10 pounds of seed for open, sunny places."

Mrs. Wm. H. R., Manchester Center, Vt.

"I ordered 15 pounds of your grass seed last Fall, and it is the talk of the town. I cannot express how thankful I am that I sent in for your Drumcliff lawn seed. It is so smooth and velvety that I have to place this additional order for Drumcliff seed another portion of my lawn."

Roy F., Wabash, Ind.

"I must write you and tell you how pleased I am with the results obtained from the lawn seed I ordered from you this Spring. Now I have a lawn that I would be proud to own; it is a coat of velvet."

C. D. T., Watertown, N. Y.

"I send me 20 lbs. of your best lawn grass seed for sunny lawns. I used some of your seed last year and I am well pleased with it. I want to sow more lawns."

Charles C. B., Halifax, Pa.

"I ordered 5 lbs. Shady and 5 lbs. for sunny places. The quality is just what I needed, which is doing me a great deal of good. I can say any grass I ever had in my lawn."

A. F. M., New York, N. Y.

"I ordered 10 pounds of your special lawn grass seed. It is just what I needed. I ordered March 21st has been in the ground and our lawn under large maple trees is much better than in years. Am enclosing check which will you send me as soon as possible. I am so glad I ordered something that will grow in the

Mrs. E. McC., Cambridge, N. Y.

"I ordered lawn grass seed I purchased from you this year. I have the best results of any grass seed I ever had in the spring, and I am very glad I ordered it."

J. H. K., Auburn, N. Y.

"I ordered grass seed is the best I have ever had; not a weed just as you claim it to be."

E. M. S., Brooklyn, N. Y.

"I ordered which I purchased last fall did nobly. I am proud of my Drumcliff lawn."

B. W. R., Glen Rock, N. J.

"I followed your instructions in sowing the ten pounds of Drumcliff Lawn Seed recently purchased, and the grass peeped through the ground almost immediately after planting. To say that we have a lot of grass is putting it mildly. All our neighbors are remarking about it."

J. H. B., Bridgeport, Ohio

Quantity Wanted Price Amount

Drumcliff Lawn Grass Seed

REGULAR MIXTURE—for Sunny Spaces

5-Lb. Bag	3.25
10 Lbs. (Two 5-Lb. Bags)	6.40
15 Lbs. (Three 5-Lb. Bags)	9.45
20 Lbs. (Four 5-Lb. Bags)	12.40
25 Lbs. (Five 5-Lb. Bags)	15.25
50 Lbs. (Ten 5-Lb. Bags)	28.75
100 Lbs. (Bulk in Burlap Bag)	55.00

SHADY MIXTURE—for Under Trees, etc.

5-Lb. Bag	3.75
10 Lbs. (Two 5-Lb. Bags)	7.40
15 Lbs. (Three 5-Lb. Bags)	10.95
20 Lbs. (Four 5-Lb. Bags)	14.40
25 Lbs. (Five 5-Lb. Bags)	17.75
50 Lbs. (Ten 5-Lb. Bags)	33.75
100 Lbs. (Bulk in Burlap Bag)	65.00

Amount carried forward \$

Quantity Wanted Price Amount

Amount brought forward \$

GRASS SEED COMBINATION

The same seed as listed in the first column but packed to give you both kinds with a purchase totaling only 5 lbs. Each kind in a separate bag, plainly marked. Order not more than 4 lbs. of either kind and not less than 1 lb. of the other at the flat price of \$3.50 for the 5 lbs.

Indicate below how you want the 5-lb. combination package divided

..... lbs. Sunny } \$3.50
..... lbs. Shady }

SOIL SOAKER

No. 1 Soil Soaker, 18 ft.	1.75
No. 2 Soil Soaker, 30 ft.	2.75
No. 3 Soil Soaker, 50 ft.	4.50

GRASS SHEARS

New Miracle Grass Shears	1.75
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Total Amount of Order \$

CHART For Estimating Your Grass Seed Needs

Quantity of Seeds	Makes New Lawn	Re-Seeds Old Lawn
5 Lbs.	1,250 Sq. Ft.	2,500 Sq. Ft.
10 Lbs.	2,500 Sq. Ft.	5,000 Sq. Ft.
15 Lbs.	3,750 Sq. Ft.	7,500 Sq. Ft.
20 Lbs.	5,000 Sq. Ft.	10,000 Sq. Ft.
25 Lbs.	6,250 Sq. Ft.	12,500 Sq. Ft.
50 Lbs.	12,500 Sq. Ft.	25,000 Sq. Ft.

Directions For Planting Sent With Each Order.

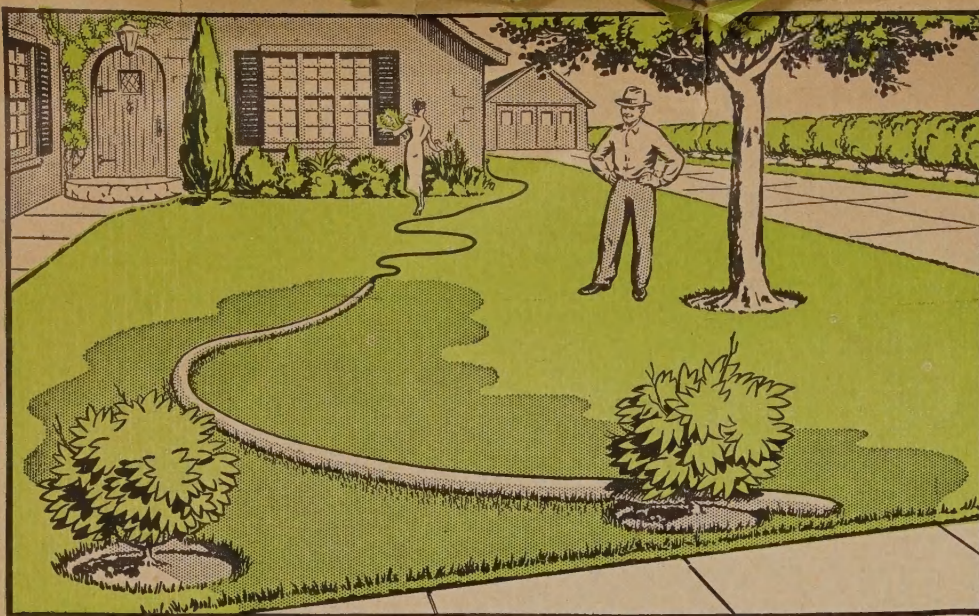
Need Help? Write Us!

Have you any particular lawn problem? If so, please tell us about it on the reverse side, and we will help you as we have helped many other home owners.

While the booklet LAWN SUCCESS, which we will send with your seed, gives complete planting directions and fully discusses many lawn-making problems, sometimes particular conditions require individual attention. If you will just write us, we will be glad, indeed, to help you, gratis.

SEND ALL ORDERS TO

The Drumcliff Company - Towson, Maryland



WATERS YOUR LAWN

Like **ALL NIGHT RAIN** It Really Soaks the Soil

SOIL-SOAKER is a simple device for efficiently watering lawns or shrubbery with the deep-soaking method which Drumcliff has always advocated.

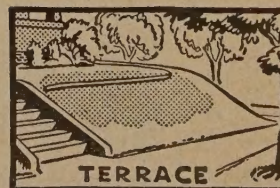
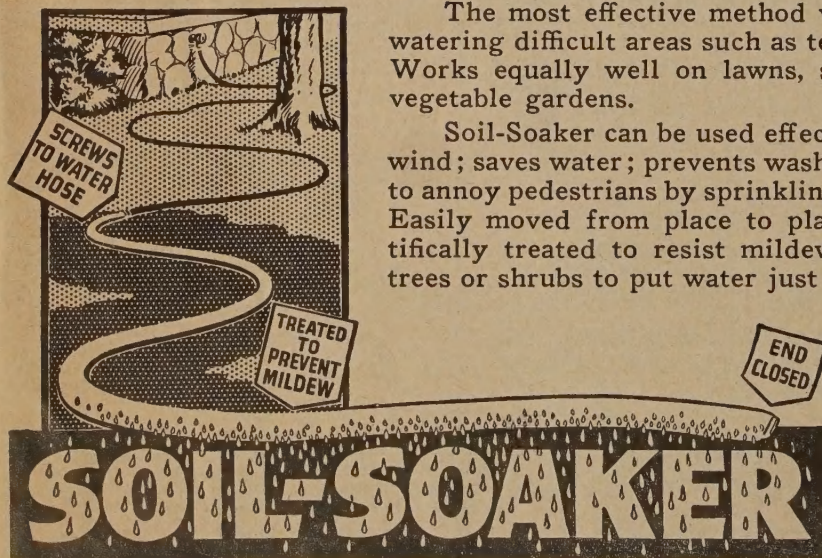
The device is a light canvas hose or tube. One end is fitted to attach to your garden hose; the other end is closed. When the water is turned on the tube fills up, then the pressure causes the water to **SEEP THROUGH** the pores of the canvas throughout the entire length of the tube and sink slowly into the ground.

No fine spray squirting into the hot, dry air to evaporate; no water wasted by falling on sidewalks or other areas where it is not wanted. Water goes on s-l-o-w-l-y and steadily; *soaks in deep.*

ALL the Water Soaks In When You Use The SOIL-SOAKER

The most effective method we have yet discovered for watering difficult areas such as terraces and narrow parking. Works equally well on lawns, shrubbery, flower beds and vegetable gardens.

Soil-Soaker can be used effectively even in the strongest wind; saves water; prevents washing of loose soil; no chance to annoy pedestrians by sprinkling the sidewalk or passersby. Easily moved from place to place. Made of canvas scientifically treated to resist mildew. May be twisted around trees or shrubs to put water just where you want it.



How to water your Lawn for best results

If you cannot give the entire lawn a thorough soaking in the same day, divide your lawn into definite sections and water one section each day. Remember, frequent light sprinkling is a waste of time and water and may harm your lawn.

If your soil is heavy and does not absorb water as rapidly as it falls, remove the sprinkler as soon as you see the water is running off the surface or lying in pools. Sprinkle another section, then return to the first section after the first application has soaked in.

Watering in late afternoon or early evening avoids some surface evaporation (and resulting waste of water) but don't be afraid to water your lawn during the day. A morning shower of rain will not destroy your lawn; neither will your artificial shower do so.

Water the lawn *after* mowing, not just before.

Soak the lawn *thoroughly* every seven or eight days in normal weather; every four or five days in hot, dry weather. Omit sprinkling when Nature does it for you.

When seed is newly planted, keep the surface soil moist continuously with a fine mist spray until the seedlings are one or two inches high. Do not flood or soak new plantings but keep them moist. Never let newly planted ground become hard, dry or caked.

Water thoroughly immediately after applying fertilizer. The feeding does your lawn no good until water carries it to the plant roots.

Water more heavily or more frequently under large trees.

THREE HANDY HOME SIZES

No. 1	18-foot	\$1.75 each
No. 2	30-foot	2.75 each
No. 3	50-foot	4.50 each

Delivered Prepaid

SEND ALL ORDERS TO

The Drumcliff Company - Towson, Maryland